

ABSTRACT

PRIVACY PROTECTION SYSTEM AND METHOD

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A privacy protection system in which a user accesses via his/her personal computer (10) one or more web service providers (14, 16, 18) provides a trusted area (20) which includes storage memory (22) in which the user's profile is stored. The memory (22) is connected to fake identity generator (24) designed to generate a plurality of fake user  
10 identities (26a to 26c) and to transmit these to the service providers (14 to 18). The trusted area (20) also includes a response analyser (30) for analysing the responses (28a to 28c) generated by the service providers (14 to 18). From the responses the response analyser generates the correct response, or an approximation of the correct response, for the user's true identity. The system provides for obtaining personalised responses form service  
15 providers but without revealing the user's true identity.

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